

Higher Education Higher Return

Making the Case for Support

1. **Talk to your family, friends and co-workers** about why postsecondary education is important to Kentucky and why it is vital to keep the system strong.
2. **Communicate the *Higher Education, Higher Return* message with your board, alumni association, or organization.** Share information about postsecondary education's budget priorities and if funded, what it will mean for your institution.
3. **Give a *Higher Education, Higher Return*-themed presentation** at a local civic club meeting. Use information included in the materials, or work with campus staff to craft your message.
4. **Stay informed.** Sign up for informational newsletters on the Inter-Alumni Council web pages (available in January, 2006) or visit the CPE website regularly during the session for legislative updates.
5. **Communicate with your legislators** and other key policy makers the need for adequate and sustained support for postsecondary and adult education.
6. **Write a letter to your local newspaper** that addresses some of the challenges facing postsecondary education. These are some of the most frequently read parts of the paper.
7. **Attend the Postsecondary Legislative Reception** in February, and help encourage legislators and others key Kentucky leaders to come.
8. **Localize your message.** Help policy makers understand local and regional challenges and the current unmet postsecondary needs in your communities. Put a human face on efforts to improve education in the state.
9. **Talk about ROI—Return on Investment.** Discuss with policy makers and others how funding is being spent at your institution or alma mater. Let them know about the positive return on the public's investment.

One Mission: Better Lives for Kentucky's People